ABSTRACT

A stock trading support apparatus 2 to support stock
trading includes: a stock price analysis information
creating section (for example, a CPU 21 and the like) to
create stock price analysis information by analyzing a
stock price of each brand based on stock price information;
a promising brand information creating section (for example,
the CPU 21 and the like) to create promising brand
information by judging whether the each brand is in a good
time to buy or sell based on the stock price analysis
information created by the stock price analysis information
creating section; and an output section (for example, a
display unit 23, a printing unit 25 and the like) to output
stock information containing the stock price analysis
information and the promising brand information.